Copa BG Mass Bonus Promo Minimum Threshold AB test result Update as of 2017-10-11 1:45 AM:

As of this Morning, 17 days into the test, the offer with 5K Minimum threshold is generating significantly higher Revenue per Visitor compared to the 3K Minimum threshold offer,

1. The ATS of the 5K min threshold offer reaches its significance level. We now have strong evidence that the 5K min threshold offer generates higher Revenuer than the comparable 3K min threshold offer.
2. The ATS of the 5K min threshold offer is **+20%** higher than that of the 3K min threshold offer
3. The conversion rate of the 5K min threshold offer is generating similar conversion rate compared to the 3K min threshold offer
4. All in all, the 5K min threshold offer is giving us a **+20%** lift in Revenue per Visitor

You can find the report here, <https://data.points.com/#/views/Copa_BGMassBonusMinimumThresholdABTest_Sep-Oct2017/Summary?:iid=3>

